



Planning A Health Fair?

Here are some
Suggested
Timeframes
to have in mind
as you make
preparations.

You may find that you will
need to adjust timelines
based on the specifics of
your event plan. However,
this guide may provide a
basic framework.

Estimated Timeframe for Health Fair Preparations

6 Months prior to your event:

1. Apply for permission and [management support](#). Include request for volunteer greeters/participants.
2. Draft a letter of intent requesting to hold a health event and stating the types of vendors, demonstrations, snacks, etc.
3. Reserve an area to hold the event. A large open area is best because it is ideal to have all vendors in the same area.
4. Reserve your date.

4-6 Months prior to your event:

1. Form a committee to plan your event.
2. Decide on a theme—make it fun.
3. Determine jobs and responsibilities for committee members (ie: vendors, food, demonstrations, decorations, marketing, etc.)
4. Decide on a budget (for healthy snacks, decorations, etc.)
 - Submit your request to management (be specific). Note: if you can not get money for your event, consider asking for donations. We consider healthy snacks to be essential to the event's success. \$300-\$400 is good for an event of 350 people.
 - Keep decorations simple: helium balloons work great.
5. Determine vendors: figure approximately 10 feet of space per vendor. (Note: do not over or under book. The right number of vendors for your space makes the event look well-planned.)
6. Draw a floor plan for your space and decide which vendor will go where and how many you have room for.
 - Give thought to vendor placement for privacy, strong draws, etc.
 - Don't place too many of the same thing together.
 - Plan your flow: there should be an obvious in and out.
 - Be sure to mark off an area for physical demonstrations.
7. Plan your marketing strategy: brightly colored posters, flyers, intranet announcements, emails.
8. Plan your time: Don't make it too long; 2 ½ to 3 hours is ideal, preferably over the lunch hours (like 11a-2p).

2-4 Months prior to your event:

1. Schedule demonstrating vendors: [Sample vendor invitation](#)
 - Some vendors (osteoporosis screening, hearing, chair massage, etc.) may need plenty of advance notice.
2. Schedule retail vendors:
 - Be sure to keep in mind that these vendors should be health-related (sports shops, fitness clubs, insurances, health food stores, etc).

- Tell them you want them to bring hands-on things that employees can see and try out, and that you encourage the vendor to be interactive as opposed to passive.
- Request a door prize donation.

3. Physical demonstrations:

- Try to schedule three to four demonstrations, 15-20 minutes in length (don't schedule at the very beginning or end of your event).
- Suggest: healthy cooking, fitness balls, aerobics, yoga, pilates—any type of fitness activity.

One month prior to your event:

1. Reaffirm with vendors time, location, materials needed, what they will bring as a door prizes.
2. If possible, arrange parking for your vendors—they are providing you a service.
3. Make up brightly colored posters, flyers, events schedules, and draft an e-mail about the event, to be submitted for approval.
4. Make sure to list who will be at your event and that there will be food samples and drawings for door prizes.
5. Talk to the audio-visual person in your area to arrange for pictures, microphones, or filming of the event.
6. Solicit/ascertain [manager participation](#) for door greetings and drawings.

10 days prior to your event:

1. Put up posters and flyers in every available location: bulletin boards, break rooms, restrooms, any where you have permission.
 - Advertising is **crucial** to your event's success.
2. Make up a large poster listing all vendor donations to be posted at your event.
3. Print up a specified number of small registration forms to be filled out for door prizes.
 - The number of forms used can give you a count of how many attended your event.
 - Decorate a box for these forms to be dropped in.
4. Make a schedule of who will be working at each table and at what time:
 - One to two people at registration
 - One to two people at the food table
 - One to two people over-seeing or trouble-shooting.
 - Greeters, door prize announcers

7 days prior to your event:

1. Human Resources (or other agent designated by your department) sends out the e-mail announcement to all employees who are invited to attend your event.
 - Include a phone number or e-mail address of a person in your department who will schedule such things as osteoporosis screenings, hearing tests, blood pressures or other things that will run more smoothly with a schedule.
2. If you can, arrange for lots of helium balloons with long streamers: They are festive and give the illusion of streamers if allowed to float to the ceiling. (Get them at the dollar store the morning of the event - beware that balloons may deflate prematurely if purchased too early.)

1-2 days prior to your event:

1. Touch base with all vendors to assure they will attend and have directions. Provide a phone number for "last minute" calls.
2. Submit a list of vendor names to the security desk.
3. Shop for food and snack items and decide how they will be displayed or served.
 - Finger foods are best. (we can post of a list of what we found to be healthy choices)
 - Avoid foods that have to be kept hot.
 - Buy or arrange for volunteers to bring ice for cold foods.
4. Send out a "tickler" e-mail reminding people of the event, time, and location.

1 day prior to your event:

1. Provide set-up people with a floor plan of the event and oversee set-up.
 - Label each table with the name of the vendor who will be there.
 - Put the food table in a central location so that participants can move around it freely.
2. Print up a schedule of appointments for those vendors who require them.
3. Review responsibilities with health fair staff. Provide detail updates.

Day of event:

1. Have one person at the building door to greet and send vendors to the event site.
2. Have another person at the event site to direct vendors to their specific location.
3. Post the work schedule and make it someone's responsibility to see that people are where they need to be.
4. Assure that an individual is available to receive "last-minute" phone calls from vendors.
5. Display door prizes and the list of who donated them in an obvious but supervised location.
6. Save door prize drawing till the end of your event. Drawings during the event are too distracting. Tell people they need not be present to win.
7. Announce the start of demonstrations over the microphone.

Day after event:

1. Make sure all door prizes winners have been notified and prizes distributed.
2. Draft a thank-you letter to vendors as well as an evaluation form asking what they liked or did not like regarding the event.
3. Evaluate what worked and what did not work. Make notes for your next event.

If this seems lengthy or time-consuming, it is. A successful event requires much planning and resources, but it can be very rewarding for all involved. A poorly planned, poorly attended event is a huge disappointment.

Working On Wellness

Employee Health and Wellness

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